



## Quality Quarterly

### Fall 1996

### 1996 Missouri Quality Conference To Be Held In St. Louis

The Excellence in Missouri Foundation is proud to announce the Fourth Annual Missouri Quality Conference, which will be held at the Marriott Pavilion Hotel in downtown St. Louis, Missouri, October 23-25, 1996. Joining the Foundation to present this year's program is the American Society for Quality Control (ASQC), the Ozarks Quality Council (OQC), the Missouri State Office of Excellence in Customer Service and the St. Louis Regional Quality Institute.

This year's theme is "Customer Service: The Gateway to Success", and an exciting and informative program has been put together following that theme. Featured speakers include **Robert Galvin**, the longtime senior executive at Motorola who will provide his personal views on how to serve customers better; **Dr. Myron Tribus**, a worldwide authority on quality improvement who will focus his comments on the linkage necessary between industry and education; **Cheryl Smith**, wife of MU football coach Larry Smith, who will talk about overcoming personal challenges; and **Fred "Chico" Lager**, former CEO of Ben's & Jerry's Ice Cream, who will discuss the phenomenal success the company has enjoyed by focusing its attention on customer service. In addition, presentations will be made by Armstrong and Corning, the **1995 Malcolm Baldrige National Quality Award Winners**, and the yet unnamed winners of the **1996 Missouri Quality Award and the Missouri Team Quality Award**.

Detailed education sessions also are included in the program. These are designed to give attendees information on how to implement customer and performance related activities. Four workshop tracks are planned. One is filled with presentations of general interest, while three are specifically targeted for those in the early stages of implementation, those at an intermediate level, and those at an advanced stage. There is something for everyone included in these workshops, with the emphasis being on customer service.

An additional opportunity for attendees to learn "how to" techniques will take place on Wednesday, October 23, 1996. Three pre-conference workshops are scheduled which will each last a half-day. **Len Mozzi** will present "The Ten Commandments of Creativity", an innovative view of how to be creative in your interpersonal relationships by using improvisational skills. **Fred Lee** will provide great insight into customer service by describing the "Five Fatal Errors in Customer Service Thinking". Finally, local favorite **Shep Hyken** will focus on generating customer loyalty as he presents the key concepts from his book "Moments of Magic: Be A Star With Your Customers and Keep Them Forever". Attendees at any of the workshops will receive a complimentary copy of this book.

The highlight of the three-day event, of course, will be the Missouri Quality Awards Presentation Banquet. Last year, almost 1,000 Missourians attended this gala affair. This year, in addition to the MQA recipients being recognized, winners of the new Missouri Team Quality Award will be named, as well as the recipient of the Governor's Quality Leadership Award. Governor Mel Carnahan plans to be on hand to make the presentation and you can be sure this will be an evening you will long remember.

The cost to attend the conference is \$300 if registration is submitted by October 1, 1996. After that date, the price is \$350. An additional \$25 discount is available to teams of five or more people. Included in this low price

are all general sessions, concurrent education sessions, two breakfasts, two luncheons, mementos, handout materials and the Awards banquet. The pre-conference workshops are an additional cost of \$75 each.

This is Missouri's premier conference experience for organizational improvement and one of the top conferences in the country. We encourage all you to attend what promises to be an extremely valuable event!

## Excellence in Missouri Foundation Memberships Now Offered

*by John Politi*

For the first time in its history, the Excellence in Missouri Foundation is offering organizations throughout the state the opportunity to become Foundation members. Up until now, memberships were precluded by Foundation by-laws. However, in an effort to create greater visibility for the Foundation, stimulate even more participation in Foundation activities and produce additional revenues, the Board of Directors has approved a membership plan.

Effective immediately, organizations may join the Excellence in Missouri Foundation in one of two categories—Sustaining Members and Supporting Members. Sustaining Members will receive a plaque recognizing their commitment to quality and dedication to enhancing the success and vitality of Missouri organizations. In addition, they will receive the Quality Quarterly newsletter, advance notice of education and training programs and a 10% discount for up to four individuals to attend Foundation functions. Further, a representative from three Sustaining Member organizations will be given the opportunity to serve on the Foundation Board of Directors.

Supporting Members will receive the plaque, newsletter, advance notice and a 5% discount for two individuals to attend Foundation functions. Membership costs are as follows:

*Sustaining Membership:*

*\$1,500 (Large organization of 500 or more employees)*

*\$1,000 (Small organization)*

*Supporting Membership:*

*\$ 750 (Large organization)*

*\$ 500 (Small organization)*

If you would like more information or a membership application form, please contact Jennifer Meeker at the Foundation office.

## Award Cycle Enters Third Stage

*by Jennifer Kuester*

The 1996 Missouri Quality Award cycle is in full swing as Examiners and applicants are preparing for site visits. During mid-July, Examiners participated in 12 consensus meetings, which is the highest number we ever have conducted. During the meetings, Examiners met for an entire day and worked to come to agreement on the applicant's score, strengths, and areas for improvement.

In August the Judges will review the consensus results and determine which applicants will receive a site visit. During the site visit, Examiners will dedicate six days to each applicant. One day will be spent in preparation followed by three days of visiting the applicant, and the final two days are devoted to preparation of the site visit report.

Site visits will take place between the last week of August and the middle of September.

## Governor's Quality Leadership Award Nominations

*by Jennifer Meeker*

The Foundation is now accepting nominations for the 1996 Governor's Leadership Award. The first award was presented to Steve Dettler of McDonnell Douglas last year. Nominees will be judged on the following criteria:

- Expertise in total quality principles and practices
- Application of total quality principles and practices in business or organization
- Ambassador for total quality with other organizations and the general public
- Advocacy/support of the Malcolm Baldrige National Quality Award and Missouri Quality Award Programs
- Personal reputation and integrity

The deadline for submitting nominations is August 30, 1996. A panel of judges comprised of the Foundation Board of Directors or Overseers will review nominations in September and October and identify a recipient. The winner will be announced at the Missouri Quality Conference Presentation Banquet on October 24, 1996. If you would like more information, or would like to receive a nomination form, please call (573) 526-1725.

## Self-Assessment Training to be Offered Again

*by Jennifer Meeker*

The Excellence in Missouri Foundation will offer a second self-assessment seminar at Marriott's Tan-Tar-A Resort, November 12-14, 1996. Once again the class will be taught by John Politi, Director of the Missouri Quality Award and a Malcolm Baldrige National Quality Award Examiner. The course is patterned after training for Baldrige and Missouri Quality Award Examiners. Politi will outline the examination process, scoring system and Award criteria, as well as present various self-assessment techniques. If you are interested in helping your organization understand how to implement quality principles and practices, providing a method to evaluate and continuously improve your organization, preparing your organization to apply for the Missouri Quality Award or Malcolm Baldrige National Quality Award or applying to become a Missouri Quality Award or Malcolm Baldrige National Quality Award Examiner, then this seminar is for you. Make plans now to attend!

## Congratulations to the 1996 Senior Examiners

Mark Beiting  
Carl Berry  
Karen Ehlmann  
Mark Ferris  
Karen Gedera  
Claudia Gibson  
Stephen Grimes  
Linda Hand  
Jon Hittman  
Graham Marcott  
Paul Orton  
Bob Packard  
Jim Pearce  
Tracy Pennington  
Terry Rusconi  
Bob Sherron  
Dick Smith  
Sherry Toigo  
Jack Whitaker  
Henry Wiebe  
Jim Williamson

## Employee Suggestion Program

The program is administered by employees who are empowered to see an opportunity for improvement in their work area. Upon discovering an opportunity for improvement, employees implement the improvement, complete a CIP form, and enter it into a database for an opportunity to be in a random weekly drawing. Supervisors sign off after completion of the CIP. The supervisor may assist or give advice, but employees implement CIP's either alone or with another employee. This process has resulted in continuous improvement at the rate of 1.25 implemented improvements per week, per employee. For more information on this process, please contact Michael Simms, Plant Manager, at (314) 278-5850.

Best practices such as this can be found in the Missouri Quality Award Network Guide, which you may subscribe to by contacting the Foundation. If you would like to submit an article for a future edition, please contact the Foundation.

## Your Support Is Appreciated

The Excellence in Missouri Foundation would like to thank the following individuals and organizations who contributed to the Julie Evers Memorial and Grant Evers Scholarship Funds. Together, we raised over \$2,000.00.

Associated Industries of Missouri

Carolyn Barbour

Melissa Beck

Ken Best

Earl Cannon

Candy Clay

Kay Cliburn

Ruth Coale

Dr. Ron DeYoung

Dr. Kelly Flynn

Aleta Fry

Dr. Bahador Ghahramani

Sharon Gulick

Lois Heldenbrand

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Bob Sherron

Mary K. Soetaert

SSM Health Care System

Carol Stafford

Peggy Talken

Patricia VanDyke

Rebecca Verslues  
Dr. Henry Wiebe  
Jim Williamson

We are seeking articles about individuals who have gone "above and beyond" to produce a quality product or service for future editions of our newsletter. If you would like to submit an article, please contact the Foundation or fax the article to  
(573) 526-1729.

Are you interested in applying for the new Missouri Team Quality Award? The deadline is fast approaching. Don't miss out on this exciting opportunity! Submit your application on or before **August 16, 1996**, to be considered.

If you have any questions about the information in this newsletter, please call  
(573) 526-1725.

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## ***Excellence in Missouri Foundation***

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Exchange National Bank  
Midway Arms  
Northwest MO State University  
Southern Missouri Containers  
Orscheln Industries  
Sverdrup Facilities  
Teva Marion Partners  
Wainwright Industries

If you would like to subscribe to the Missouri Quality Award Network Guide, or would like to submit an entry for a future edition, please call Jennifer Meeker at (573) 526-7783.

The Excellence in Missouri Foundation would like to **congratulate** the two newest members of its Board of Directors: **Chris Long**, President, Associated Industries of Missouri and **Rich Hastings**, Executive Vice President and CEO, Saint Luke's Health System